

THE MAUI NEWS

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WILL. J. COOPER

EDITOR AND MANAGER

FRIDAY

AUGUST 27, 1920

HIRING PROFESSIONALS TO RUN THE BUSINESS

Because it seemed the easier way, Maui vetoed a plan to organize an electric light company of her own and asked the Hawaiian Electric Company to shoulder our burden. That concern assumed the job gracefully but hasn't done much shouldering as yet. In the meantime Mr. R. E. Bond does another sleight of hand trick of some kind, jabs a hypo into his fainting legal lights, and threatens to continue to force his unwelcome Island Electric upon us till the cows come home.

For much the same reason, presumably, the Maui Telephone Company was persuaded to sell the controlling interest in its business to the Mutual Telephone Co., Ltd., of Honolulu. We get a fine building or so, some new wire, a "business-like" administration that has had most of the patrons bristling almost from the first, and now we are threatened with a curtailment of our phone conversation by two-thirds. If it weren't that we are rich and the bonuses have been large, it would be three-fourths, we are told. And all this in spite of the fact that Maui men still make up the company's directorate. Apparently they are the goats.

Perhaps Maui had better just make up her mind to run her own affairs and not try to turn the job over to outsiders who bear professional labels and are presumed to know more about what we need than we do ourselves. Certainly we seem to be out of luck with the other plan as far as it has been tried.

PIDDLING WITH THE TOURIST BUSINESS

Some people are banking altogether too much upon the advertising value of Hawaii's champion swimmers. They are saying that Duke and Kealoha and the rest are doing more to advertise these Islands right now than the tourist bureau can do in a year.

This is all bunk. How much interest do you or I take in Ohio or Maine, or Georgia, or whatever the state is that has the honor of having produced "Babe" Ruth? Mighty little. We're interested in Babe himself and what he does.

And it is the same with the Hawaiian swimmers. People will marvel at their prowess, and vaguely understand that they come from the Sandwich Islands, Fiji, the Philippines, or some of the South Sea Islands. And that will be about the amount of the advertising the Islands will get from them.

If Hawaii is going to advertise to attract tourists—to make people want to come here—she will have to get right down to brass tacks and make a business proposition out of it. Swimmers and globe-trotting kamaainas are all right as far as they go, but they go a mighty little ways in spite of their big mileage records. One good advertising man backed by a proper amount of money is worth more than all the athletes that we shall be able to produce in half a century.

The tourist business is a straight out business proposition. To try to handle it on any other basis will be money and well-meant effort wasted—just as it has been in the past.

GOOD NEWS FOR MOLOKAI

The announcement of the big pineapple development on Molokai, which appears in another column of this issue, is one of the best pieces of news that Molokai will have known since the days of the ill-fated sugar culture efforts by the American Sugar Company. Through pineapples it seems highly probable that Molokai will come into her own in an industrial way and will cease to be the "Lonely Isle."

That the new enterprise will be successful seems as certain as that the pineapple industry of the territory is sound. It will provide work which has long been needed, and it will necessitate better landings. It will give opportunity to many small land owners to raise a crop that will return them real money. If in time a cannery is established on the Island, it will mean a considerable increase in population.

Not the least important effect of the new development will come from affording the people of Molokai something real to think and talk about aside from their own little personal affairs. Most any way you look at it, the development should be a good thing for Molokai.

Senator Smoot says that if but half of the Hawaiians who secure lands under the Wise rehabilitation bill now before congress, he will feel that the law had justified itself. Probably most of the opponents of the bill in Hawaii today would gladly withdraw their opposition if they could believe that even one-tenth would make a go of it. Senator Smoot doesn't know the land under consideration—in short he doesn't know what he is talking about.

Will the women of Hawaii forget when they cast their ballots this fall, that some 15 or 20 of the members of the last legislature killed the territorial suffrage bill last year in spite of the pledges of their parties to support same? Only two of Maui's delegates are in the prescribed list—John Brown, Jr., and Levi Joseph.

Lorin Andrews, who led the fight against woman suffrage in the legislature last year, is quoted as declaring himself delighted with the passage of the suffrage amendment. He is said to be hard at work to get the women of the Islands lined up in his machine. Maybe the women are fools, but then perhaps they aren't.

--NOTICE--

Commencing August 16th, 1920, Banking Hours of the BANK OF MAUI, LTD., will be as follows:

Week-days: 9 A. M. to 3 P. M.
Saturdays: 9 A. M. to 12 M.
and 7 P. M. to 8 P. M.

J. Garcia, Cashier.

ALOHA

TO MAUI NEWS READERS:

With this issue I am laying down the editorial pencil (or more literally pushing aside the editorial typewriter) of the Maui News, after more than 6 years almost continuous service. It is not without regret that I do so.

If I have succeeded in making some friends for the paper, I have personally profited in the many warm personal friends I have made for myself. And if the Maui News has met with favor, as I cannot but feel that it has, I wish to gratefully acknowledge the unswerving support which I have always had from the directors of the Maui Publishing Company, and from the people of Maui generally.

For my successor I can wish nothing better than that he may enjoy the same generous treatment that I have received.

Aloha

WILL. J. COOPER,
Editor.

GERMAN MARKS

A year ago a newspaper man in Seattle invested most of his savings in German marks, which were then selling at three and a half cents. He was one of a group of newspaper men who made such an "investment."

These canny young men whose occupation forced them to study the trend of events from day to day thought they knew what they were doing. They were positive that within a few months German marks would rise in value considerably. Their "investment," they frankly admitted, was a gamble but they thought the odds were in their favor.

Today German marks are quoted at less than two and a half cents. It looks now as if they won't rise much above that level for a long time. Meanwhile, the savings these newspaper men tied up in German marks are lying idle earning nothing for them. More than that, if they needed money they would have to sell their marks at a loss. They could not borrow one cent upon them from a bank.

One of these newspaper men has learned his lesson. He said the other day, "I am through with German marks, stocks and all get rich quick schemes. I have some Liberty Bonds and I am holding them. I am trying to buy some more and I am putting some money aside regularly through the purchase of War Savings Stamps. I earn my money too hard to let sharks get it. The only securities I'll invest in in the future are those guaranteed by Uncle Sam."

There are a lot of persons who might profit by a leaf from this newspaper man's experience.

Are you one of them?

There is less than a month yet in which a citizen may register. He expects to have a vote at the primary election October 2. If you forfeit your right to vote you have absolutely no kick coming if you don't like the result of the election.

NOTICE!

To Electric Light Customers:

Payment of all bills for electric service should be made ONLY at the office of the Island Electric Co., Ltd., Wailuku, NOT at the Puunene office of the Hawaiian Commercial & Sugar Co.

HAWAIIAN COMMERCIAL & SUGAR CO.,
Lighting Department.

30-Day Economy Rug Sale

Bare floors are expensive when they can be covered with LENOX RUGS

At these prices

| | |
|--------------------------|---------------------|
| 18 x 36 inches 80¢ | 8 x 10 feet \$ 9.60 |
| 3 x 6 feet \$1.80 | 9 x 12 feet 12.00 |
| 6 x 9 feet 7.20 | 9 x 15 feet 14.40 |

27 inch runners at 68¢ the yard. 36 inch runners at 80¢ the yard

Rag Rugs, Rush Rugs, Fibre Rugs, Congoleum Rugs

All at bargain prices.

Buy now and save money on your rugs and floor coverings.

Lewers & Cooke, Ltd.

ESTABLISHED 1853

LUMBER AND BUILDING MATERIAL
169-177 So. King St. HONOLULU



Eat At **CHILD'S**

when in Honolulu

New, modern, high class restaurant, centrally located. Cool and comfortable; best food and service. European plan.

Operated in connection with the

Blaisdell Hotel

J. F. CHILD, Proprietor

Cleaning and Dying---

should be trusted only to experts. The same is true of fine garments to be washed. Otherwise such injury to the fabric may result as to cause serious loss. You can depend absolutely on the Method Exquisite of

THE FRENCH LAUNDRY

J. Abadie, Proprietor, Honolulu.

M. Uyeno, Kahului, is our Maui Agent.

BIG CROWD VISITS HALEAKALA mountain. This is one of the largest crowds that have ever used the house at the same time. Travel up the mountain has been unusually heavy this last Sunday night. They comprised a number of separate parties up the summer.

Service, Quality and Style IS OUR MOTTO

We repair Spectacles and duplicate broken Lenses.
LICENSED OPTOMETRISTS IN CHARGE.

A. ROBERTS, Mgr.
MAUI OPTICAL COMPANY

PHONE 136-A

MARKET ST., WAILUKU

HOLT Caterpillar Stationary Engines

Due to the great success of the Holt Caterpillar engine for tractor work The Holt Manufacturing Co., now have on the market a stationary engine suitable for all classes of work. This engine operates on gasoline, distillate or kerosene. Standard sizes are 30, 45, 60 and 75 horsepower.

If you know engines you will be pleased with the Holt.

Write or see us for particulars.

Catton Neill & Co., Ltd.
ENGINEERS, HONOLULU

For The Fierce Duty

Demand

GOODYEAR
Solid Tires

They stand up where others fall down

Royal Hawaiian Sales Co.
LIMITED.



The OLDEST and LARGEST
TRUST COMPANY
in the Territory of Hawaii

Capital, Surplus and Undivided Profits
Over One Million Dollars

The One Method

that definitely assures you and your heirs of an EXPERIENCED and ECONOMICAL administration of your estate is the appointment of a corporate Executor such as the HAWAIIAN TRUST.

Let us explain WHY—Come in and talk it over.

Correspondence Invited

WE ARE HERE TO SERVE YOU

**HAWAIIAN TRUST
COMPANY, LIMITED**

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SAFE DEPOSIT VAULTS